

EXHIBIT A

EXECUTIVE OVERVIEW

Travel with a Click (TWaC) is a sales, marketing and transaction information process that combines existing technologies in a revolutionary way. The TWaC system joins the dynamic power of relational databases with the convenience of interactive email to provide consumers access to a wide range of goods and services based upon their prior purchases. Since TWaC requires only that the consumer have a working email account rather than complete Internet access, the process can be carried out as effectively on the simplest Internet appliances as on the most powerful personal computers.

While not limited to the Travel Industry, the TWaC system is perhaps best illustrated in this marketplace, which naturally combines the transportation, lodging, retail, and entertainment sectors. TWaC is especially suited to The Traveler because TWaC always comes to them, via email, rather than compelling them to come to it, via the Internet.

Once The Traveler has made a reservation with a TWaC Travel Industry Partner, the process searches other partner's reservation databases for additional Traveler travel requirements. The process then sends an interactive confirmation of the prior purchase with suggestions to complete their travel requirements. For example, The Traveler makes a hotel reservation and pertinent information regarding The Traveler's travel is forwarded to TWaC. TWaC creates an interactive email to confirm the hotel reservation and provides flight information to and from The Traveler's destination on their day of arrival and departure. The Traveler can then

complete their airline reservations with a click or two of the computer mouse. Unlike some forms of broadcast email or "Spam", TWaC's interactive emails should meet strict criteria. They should be:

1. Personal—each email is generated by a previous transaction.
2. Practical—each email only offers products and services immediately related to the consumer's previous transaction.
3. Pertinent—each email provides brief, highly selective information not digital "catalog" through which the consumer must surf.

TWaC inverts the traditional sales and marketing model, which is static and closed-ended--that is, which considers the simple consumption of the isolated product or service as its primary goal. For TWaC, the initial purchase of a product or service is the first step in a domino-like sequence of potential purchases. TWaC will formulate an optimal sequence of purchases based upon the consumer's personal preferences communicated in a sequence of interactive emails generated as a result of his/her initial purchase.

The Travel Industry has always been plagued by the fact they rarely ever know The Travelers arrival/departure times (closest would be airlines) or if they are coming at all (no-shows.) These uncertainties have always, and will continue to cause, The Traveler's dissatisfaction and 100's of millions in lost revenue for the Travel Industry. TWaC will reduce and in some cases virtually eliminate this for their travel partners! Much like the travel packages configured in advance by traditional travel agencies, TWaC

personalizes service according to the consumer's preferences and allows him/her to benefit from the real-time dynamics of the marketplace. Unlike web-based travel service facilitators which compel the consumer to sift through raw data--in effect, forcing the consumer to act as his/her own travel agent; TWaC organizes travel purchases in a compact, coherent sequence based upon a purchase already made in the travel process.

TWaC can benefit not only The Travelers but also the entire global Travel Industry resulting in additional \$billions in Travel Industry sales and incalculable downstream revenues and taxes. TWaC unites a heretofore series of discrete, often unrelated purchases into a revenue stream that forges dynamic, interactive sales and marketing techniques while allowing for automation of additional processes and reduction of the high labor costs usually associated with the service industry.

TWaC is ideally suited to exploit the "new economy" in which information is as valuable as traditional bricks-and-mortar infrastructure and too much information is overloading the average consumer of today. This is particularly true of the hospitality industry, where lack of pertinent, practical information and pre-arrival sales techniques seriously degrade profit margins for the industry and The Traveler's cherished time. TWaC allows travel service providers the most accurate and current information available regarding The Traveler's itinerary (e.g., arrival and departure times, pre-sold products, etc.)--Thereby allowing service providers to maximize utilization and efficiency of staff, technology and other assets through a highly accurate information/transaction management system. Like web-based travel service facilitators, TWaC allows its partner providers to promote their latest

discount rates, premium upgrades and other ancillary services; however, unlike the web-based facilitators, TWaC brings the special purchase option to The Traveler. Moreover, since the TWaC purchase option(s) is based upon an existing reservation or purchase, it is far more likely to be practical, pertinent, timely and attractive to the consumer and cost effective to the service provider.

TWaC is an ideal system for conventions, trade shows and professional meetings. TWaC will send interactive emails to potential attendees well in advance of an event, allowing them to make the appropriate reservations for the event, hotel accommodations, flights, etc. In addition to helping organizers promote their event, TWaC can help them forecast attendance; reserve the appropriate meeting space, market conference materials, etc. Professional organizations can use TWaC to conduct important pre-conference business, such as votes or polls, as well as to attract new members from lists of names and emails supplied by existing members. TWaC will also reduce costs for event support staff and logistics.

TWaC will generate significant new revenues for its Strategic Travel Partner's' businesses through a combination of advance sales (frequently incremental), in-room sales through the hotel website and information being available on a timely basis. This will allow the industry to provide improved services and revenues by dramatically reducing existing problems such as no-shows, providing the provider earlier knowledge of cancellations and group pickup and a significant ability to drive profits through their revenue management system. Yet while developed from a model based on the Travel Industry, TWaC can be used to conduct an almost limitless number of

transactions in a wide variety of industries. Thus, concert reservations processed through TWaC might be confirmed with an interactive email offering specials rates on the performing artist's CDs or merchandise.

TWaC will have the ability to use prior Traveler's information from a TWaC partner to actually create destination packages, that in most cases, are completely incremental sales, by using technology to check Strategic Travel Partner's' distressed inventory and initiating interactive emails to their past Traveler's. This will be accomplished automatically and daily by the 10's of thousands worldwide. In summary, TWaC is ideally suited to serve the global information economy in which traditional boundaries between industries and even nations have been blurred. Through integration with various reservation databases, TWaC will create virtually effortless reservations by the consumer while increasing revenues industry wide.

TWaC begins with the simple click of a computer mouse, but has the potential to revolutionize the global marketplace by reshaping the roles of buyer and seller from mistrustful antagonists bogged down in the .com or paper world, to mutually satisfied Strategic Travel Partner's.

From: Joseph Potenza
To: Conflicts
Date: 8/25/00 12:22PM
Subject: Stansfield Hospitality Consultants, LLC

Potential Client: Stansfield Hospitality Consultants, LLC

Details: We have been asked by Stansfield Hospitality Consultants, LLC to assist them in filing a patent application directed to a relational databases for a range of goods and services based upon prior purchases. For example if you were making hotel reservations the process will search other reservation databases for your travel requirements and confirm the purchase with suggestions to complete the reservation (i.e., possible flight arrangements).

Please let me know by Monday if there are any conflicts.

500
Jelle 230 - 330 - 430
Jenna
Jenny 330 - 330 - 330
Tmore
Jenny Winters
Nuel Cohen

9/30

College Recruit Service

College athlete
& recruits

282-

Uf
121
754
357.
121 other

- 1.) How are the goods ^{displayed by} selected chosen
- a) Competing airlines both partners
 - b) shift souvenirs for concerts
- 2.) Requires time-specific reservation of goods or services?